

What is claimed is:

1. A system of collecting survey information comprising:

a first questioning series of core item questions developed to support a survey purpose; and

a second questioning series of drill-down questions, wherein each of the drill-down questions is associated with one of the core item questions and one of the drill-down questions is presented only when a response to the associated core item question meets a specified criterion.

2. The system for collecting survey information of claim 1, wherein the system is an automated system.

3. The system for collecting survey information of claim 1, wherein the second questioning series contains at least one verbatim question presented only when a response to a previous question meets a specified criterion and wherein a detailed response to the verbatim question may be given to further explain the response to the previous question.

4. The system for collecting survey information of claim 3, wherein the system includes a device for recording a response to a verbatim question literally.

5. A method of collecting and managing survey data comprising the steps of:

2 presenting a first core item question and recording a response to the first core  
3 item question;  
4 interpreting the first core item response;  
5 presenting at least one drill-down question and recording a response to the  
6 drill-down question only if the first core item response meets a specified criterion; and  
7 presenting a second core item question and recording a response to the second  
8 core item question.

6. A method of collecting and managing survey data of claim 5, further  
comprising the steps of:  
interpreting the response to the drill-down question; and  
presenting at least one verbatim and recording a verbatim response if the drill-  
down response is not within the predetermined acceptable response range.

7. A method of collecting and managing survey data of claim 5, further  
comprising the steps of:  
presenting at least one unrelated verbatim and recording an unrelated verbatim  
response, wherein the unrelated verbatim does not depend upon a previous response.

8. A system for use with a data processing system with an attached display  
and input apparatus comprising:  
means for presenting a first series of questions on satisfaction of service or  
product use to a survey participant;

5 means for receiving a first series of answers responsive to the first series of  
6 questions for the input apparatus;

7 means for using a first series answer to determine if the answer is within a  
8 predetermined satisfactory range, wherein if the participant answers the first series  
9 question within the acceptable range, the first series of questions will continue;

10 means for presenting a second series of questions of at least one drill-down  
11 question, wherein a drill-down question is only initially presented when the  
12 participant does not answer a first series question within the acceptable range; and

13 means for receiving a second series of answers responsive to the second series  
14 of questions for the input apparatus.

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1           10. An system for use with a data processing system with an attached display  
2 and input apparatus as in claim 9, wherein a verbatim is presented when the  
3 participant does not answer a second series question within the acceptable range.

1           11. A method of collecting and managing survey data of claim 5, further  
2 comprising the steps of:

3           presenting a second drill-down question and recording a response to the  
4 second drill-down question only if the response to the one drill-down question meets a  
5 specified criterion; and

6           presenting a second core item question and recording a response to the second  
7 core item question.